ESTTA Tracking number:

ESTTA482115

Filing date:

07/08/2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91203884
Party	Defendant Joel L. Beling
Correspondence Address	JOEL L BELING 1 MIRBOO COURT, DALLAS VICTORIA, 3047 AUSTRALIA joelbeling@hotmail.com
Submission	Motion to Compel Discovery
Filer's Name	Joel Beling
Filer's e-mail	joelbeling@hotmail.com
Signature	/joel beling/
Date	07/08/2012
Attachments	Exhibit 35- Amended Pleading in ColorWorx Cancellation Proceeding.pdf (6 pages)(150154 bytes) Exhibit 36A- Ennis Production Part 1 2012.5.24.pdf (110 pages)(6218301 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In Re: Application Serial No. 85/324,443

For the Mark: COLOR WARS

Filed: May 18	, 2011	
Published in th	e Official Gazette: January 17, 2012	
)
Joel L. Beling	d/b/a Supa Characters Pty Ltd	,)
	•)
	Petitioner)
)
) Cancellation No. 92055374
	V.)
) Registration No. 3,372,884
Ennis, Inc.) Mark: COLORWORX
Emilis, me.)
	Registrant	,)
	Ç)
)

PETITIONER'S MOTION TO AMEND PLEADING

To: Ennis Inc. 2441 Presidential Parkway, Midlothian, TX 76065, United States.

- 1. Petitioner Joel L. Beling d/b/a Supa Charaters Pty Ltd ("Petitioner") filed his Petition to Cancel ("Petition") with the United States Patent and Trademark Office Trademark Trial and Appeal Board ("TTAB") on or about March 23, 2012, by filing same electronically through the Electronic System for Trademark Trials and Appeals ("ESTTA").
- 2. Petitioner moves to amend his pleading pursuant to the Federal Rules of Civil Procedure, Rule 15, to add one count of fraud pursuant to 15 U.S.C. §1064(3), in which Petitioner alleges that Registrant's COLORWORX registration should be cancelled because it was fraudulently obtained.
- 3. Petitioner incorporates by all paragraphs of his Petition by reference.
- 4. During the Prosecution of U.S. Trademark Registration No. 3,372,884 ("Colorworx"), Registrant and/or its attorneys knowingly made false and material misrepresentations to the United States Patent and Trademark Office ("USPTO") with the intent to deceive the USPTO into issuing a registration.

- 5. In Registrant's Section 2(f) Declaration and in other declarations to the USPTO, Registrant swore that Registrant had engaged in substantially exclusive and continuous use in commerce of the COLORWORX mark in respect of the Registrant's goods and services for the five years before the date on which the claim of distinctiveness was made.
- 6. Statements made in Registrant's application to the United States Patent and Trademark Office to register the mark COLORWORX were therefore false or misleading because Registrant and/or its attorneys were aware of other traders who used the COLORWORX, COLOR WORX, COLORWORKS and/or COLOR WORKS marks in the same, similar, closely related or related fields.
- 7. Statements made in Registrant's application to the USPTO to register the mark COLORWORX did therefore constitute a knowingly false representation of material fact because Registrant and/or its attorneys were aware of other traders who used the COLORWORX, COLOR WORX, COLORWORKS and/or COLOR WORKS marks in the same, similar, closely related or related fields.
- 8. Registrant and/or its attorneys did therefore commit fraud on the USPTO in obtaining the registration for the mark COLORWORX.
- 9. The bases for the Motion to Amend Pleading are that:
 - (a) it is still very early in the proceeding, the Discovery Conference just having taken place yesterday (2nd June 2012);
 - (a) Petitioner had and is still having major trouble accessing and using the USPTO and ESTTA websites because of technical difficulties concerning the loading, uploading and downloading of documents. Petitioner was only able to open documents pertaining to Registrant's Colorworx file (U.S. Trademark Registration No. 3,372,884) approximately four weeks ago;
 - (b) because of the time difference between Australia and the United States Petitioner finds it difficult to communicate with the technical support staff of the USPTO and ESTTA to resolve the technical problems accessing the USPTO and ESTTA websites;
 - (c) when the USPTO and ESTTA technical support staff do reply to email requests for assistance, it is often several days late and no practical assistance is provided;
 - (d) Registrant's (Opposer's) Request for Admissions dated April 26, 2012 in Opposition Number 91203884 against my Color Wars trademark application, in Request Numbers 25-27 (attached hereto as Exhibit A), demonstrate that fraud is a live issue and material fact in this cancellation proceeding and in the opposition proceeding.
 - (e) Petitioner's first repleading (filed with ESTTA on the 8th May 2012; ESTTA tracking Number ESTTA471430) was not a real or substantive repleading, since Petitioner merely submitted the same

documents with no substantive changes to that which was originally served on Registrant in PDF form (Registrant claimed it could not open all the exhibit files) and Petitioner could not, by virtue of technical difficulties, file said Exhibits through ESTTA.

- (f) The trial period is still more than seven (7) months away.
- (g) Petitioner has requested all documents pertaining to Registrant's Registration of the COLORWORX mark from Registrant and its attorneys in order to investigate the possibility of fraud and has been denied.
- (h) Petitioner has asked Registrant and its attorneys for written responses in relation to the issue of possible fraud in respect of Registrant's Registration of the COLORWORX mark and has been denied.
- (i) Because of the above reasons, the interests of justice dictate that it would be fair and just to amend the pleading.
- 9. Registrant's and/or its attorney's actions in connection with the Prosecution of U.S. Registration No. 3,372,884 constitute fraud such that U.S. Registration No. 3,372,884 is invalid and should be cancelled.
- 10. For sake of completeness, if the Trademark Trial and Appeal Board grant this Motion I consent to Registrant having a four (4) week period within which to answer the amended pleading.

PRAYER

WHEREFORE, PREMISES CONSIDERED, petitioner prays to replead by required amendment.

Dated: June 3, 2012

Respectfully

submitted,

JOEL BELING

By: /Joel Beling/

Joel L. Beling 1 Mirboo Court Dallas, Victoria, 3047 Australia (03) 8307 6932 (telephone)

0405 329 078 (cell) joelbeling@hotmail.com Applicant

EXHIBIT A

Opposer's Request for Admissions in Color Wars Opposition (Proceeding No. 91203884)

<u>REQUEST NO. 25</u>: Statements made in Ennis's application to the United States Patent and Trademark Office to register the mark COLORWORX[®] were not false or misleading.

RESPONSE:

<u>REQUEST NO. 26</u>: Statements made in Ennis's application to the United States Patent and Trademark Office to register the mark COLORWORX[®] did not constitute a knowingly false representation of material fact.

RESPONSE:

<u>REQUEST NO. 27</u>: Ennis did not commit fraud on the United States Patent and Trademark Office in obtaining the registration for the mark COLORWORX[®].

RESPONSE:

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing <u>MOTION TO</u> <u>AMEND PLEADING</u> was served on all parties, this the 3rd June, 2012, by sending the same electronic mail, to the following:

Scott A. Meyer
Thomas Jacks
CHALKER FLORES, LLP
smeyer@chalkerflores.com
tjacks@chalkerflores.com
ATTORNEYS FOR OPPOSER

/joel beling/

Joel Beling



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Word Mark COLORWORX

Goods and IC 040. US 100 103 106. G & S: Printing Services. FIRST USE: 20020800. FIRST USE IN COMMERCE: Services

20020800

Mark Drawing (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS Code

Design Search 21.03.12 - Dart boards; Targets without crosshairs or alignment guides Code 26.01.21 - Circles that are totally or partially shaded.

26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal

Trademark Search

Registration

Facility SHAPES-BAR-BANDS Designs with bar, bands or lines

Classification SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles

Code

Serial Number 78698743

Filing Date August 23, 2005

Current Basis Original Filing 1A **Basis**

Published for November 6, 2007 Opposition

3372884 Number Registration Date January 22, 2008

Owner (REGISTRANT) Ennis, Inc. CORPORATION TEXAS 2441 Presidential Pkwy Midlothian TEXAS 76065

Attorney of Edwin S. Flores Record

Type of Mark

SERVICE MARK

Register

PRINCIPAL

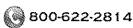
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Postcards

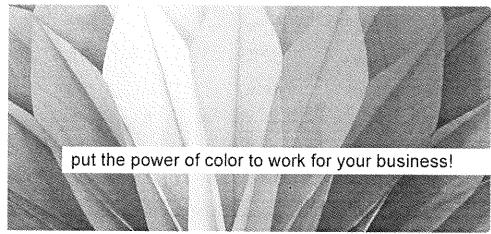
Posters

Rack & Sell Cards

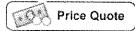
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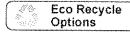
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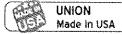
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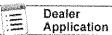


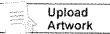
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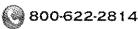
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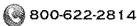
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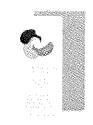
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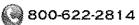


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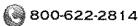


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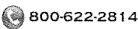
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1000	\$150	0.150	\$131	0.131	\$131	0.131	
1500	\$168	0.112	\$147	0.098	\$147	0.098	
2000	\$187	0.094	\$163	0.082	\$163	0.082	
2500	\$200	080.0	\$175	0.070	\$175	0.070	
3000	\$213	0.071	\$187	0.062	\$187	0.062	
5000	\$267	0.053	\$233	0.047	\$233	0.047	
7500	\$398	0.053	\$349	0.047	\$349	0.047	
10000	\$493	0.049	\$432	0.043	\$432	0,043	
15000	\$740	0.049	\$648	0.043	\$648	0.043	
20000	\$982	0.049	\$859	0.043	\$859	0.043	
25000	\$1,222	0.049	\$1,069	0.043	\$1,069	0.043	
30000	\$1,470	0.049	\$1,286	0.043	\$1,286	0.043	
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Proofs

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Printing - Four Color Process

The four color process print price is based on customer supplied files in acceptable programs. Process graphics must be in CMYK and not RGB. All PMS colors in files will be converted to CMYK process equivalents. We are not responsible for color shifts that may occur when PMS colors in files or RGB files are converted to CMYK. Some colors and PMS numbers fall outside of the achievable color range of digital print and the closet attainable color will be achieved. Never rely on color monitors for accurate color representation. Coforworx® products are printed digitally or off-set based on quantity.

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ColorWorx® is a "gang run" style print company. Your job may run on a press sheet with other jobs and will be run to standard color densities. The overall dominant color on a sheet may cause individual job colors to shift slightly. We make every effort to produce a reasonable representation; however, ColorWorx®, like all other gang run commercial printers, does not guarantee an exact color match. Be aware there are color differences that can occur when the same file is run conventional off-set vs. digital print.

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Changes to orders in progress may or may not require additional cost and/or time. Cancellation after order is in progress or materials have been ordered will require payment for work performed, materials generated or re-stocking fees incurred. There is a minimum \$50.00 (P) order cancellation fee.

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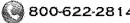
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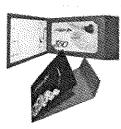
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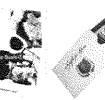
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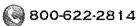


50-D-55-007 Side Fold Card Holder 50-D-55-009 Card Hanger

50-D-55-010 Economy Gift Card Holder

50-D-55-019 Card Sleeve





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Door Hangers:













50-18-003 Door Hanger

50-18-004 Door Hanger

50-18-005 Door Hanger with Perf-off Card

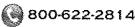
50-18-006 Door Hanger with Perf-off Card

50-18-007 Door Hanger with Business Card Slits



Envelopes:

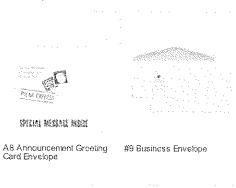
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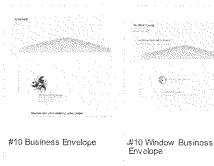


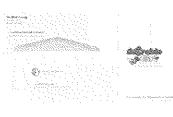
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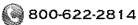


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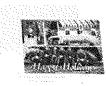
Sell Sheets & Brochures

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Greeting, Note & Photo Cards:





50-55-002 Greeting Card



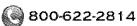
50-55-003 Note Cards





Photo Holder Cards





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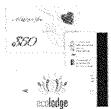
Plastic Cards & ID Badges:











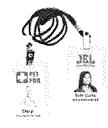
Economy 1 Color Plastic Card - 30 Mil

ard Economy 1 Color Key Card -30 Mil LoCo

Economy Plastic Card - 13 Mil

Membership, Loyalty & Business Cards - 13 Mil, 20 Mil or 30 Mil

Gift, Hotel Key & Access Cards - 30 Mil HiCo or LoCo







ID Badge - Horizontal - 30 Mil - No Slot



ID Slot Badge - Horizontal -30 Mil

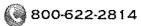


ID Slot Badge - Vertical - 30



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Postcards:







50-21-002 Postcard 5.5" x 8.5"

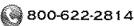


50-21-003 Postcard 6" x 9"



50-21-004 Postcard 6" x 11"





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Posters Item 50-11-005

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Any time you need to attract local attention, do it with a mini poster. Great for advertising school plays, charity events, new business openings, political campaigns, special offers and more. Perfect for store windows!

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Size; 11" x 17".

Stock: 80# Gloss or Melte with 10% PCW, 100# Gloss Text is available for an additional charge.

Print/Pront: Four Color Process, (See Information)

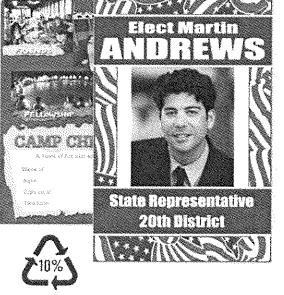
Print/Back: Blank or four color process.

Art: Follow art guidelines and submit art on template.

Proof: PDF or color digital proof available for an additional charge.

Production: 7 working days or less. Price includes ground shipping.

< Go Back to Products



Quantity		4/0 - Full Co	olor 1 Side	4/4 - Full Co	lor 2 Sides	100# Gloss Upcharge		
	500	\$382	0.764	\$478	0.956	\$67	0.134	
	1000	\$420	0.420	\$533	0.533	\$100	0.100	
	1500	\$491	0.327	\$611	0.407	\$125	0.083	
	2000	\$491	0.246	\$611	0.306	\$125	0,062	
	2500	\$572	0.229	\$698	0.279	\$167	0.067	
	3000	\$695	0.232	\$792	0.264	\$183	0.061	
	5000	\$950	0.190	\$1,033	0.207	\$333	0.067	
	7500	\$1,197	0.160	\$1,472	0.196	\$500	0.067	
	10000	\$1,471	0.147	\$1,817	0.182	\$667	0.067	
	(R)							

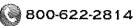
2011 Suggested Retail Pricing



Elect Martin

State Representative 20th District

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Any time you need to attract local attention, do it with a mini poster. Great for advertising school plays, charity events, new business openings, political campaigns, special offers and more. Perfect for store windows!

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Size: 11" x 17".

Stock: 80# Gloss or Matte with 10% PCW, 190# Gloss Text is available

for an additional charge.

Print/Front: Four Color Process, (See information)

Print/Back: Blank or four color process.

Art: Follow art guidelines and submit art on temptate.

Proof: PDF or color digital proof available for an additional charge.

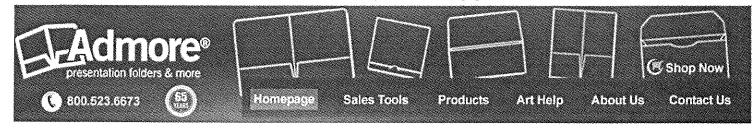
Production: 7 working days or tess. Price includes ground shipping.

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Ages-

		2011	Suggested Re	tail Pricing			
Quantity	4/0 - Full Co	olor 1 Side	4/4 - Full Co	lor 2 Sides	100# Gloss Upcharge		
500	\$382	0.764	\$478	0.956	\$67	0.134	
1000	\$420	0.420	\$533	0.533	\$100	0,100	
1500	\$491	0,327	\$611	0.407	\$125	0.083	
2000	\$491	0.246	\$611	0.306	\$125	0.062	
2500	\$572	0.229	\$698	0.279	\$167	0.067	
3000	\$695	0.232	\$792	0.264	\$183	0.061	
5000	\$950	0.190	\$1,033	0.207	\$333	0.067	
7500	\$1,197	0.160	\$1,472	0.196	\$500	0.067	
10000 (R)	\$1,471	0.147	\$1,817	0.182	\$667	0.067	





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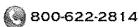




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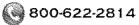




50-21-020 Rack Card 4" x 9"

50-21-030 Sell Card 8 1/2" x 11"





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50-11-002 4-Page Brochure

50-11-006 3-Panel Folded Rack Brochure



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Statement Stuffers:

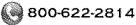




50-11-007 Statement Stuffers 3 1/2" x 7"

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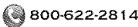


50-54-002 Table Tent



50-54-003 Tri-Panal Table Tent





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You can apply for open account by completing our credit application. Upon approval of open account terms, payment must be received within 30 days from the date of invoice. We accept checks, VISA, MasterCard, American Express and Discover. A purchase order or order form must be submitted before we can process your order. Order forms can be downloaded from our website.

Artwork (Electronic)

We have an electronic workflow and accept all MAC and MAC compatible files. Artwork must be submitted on our design templates and file submission guidelines must be followed to ensure proper file output. Templates and tip sheets are available. Incorrect files will delay production. We will notify you of charges to correct or after files. When utilizing our FTP site or e-mailing smaller files, be sure to properly label the transmission with your dealer information so we can match it to your order. Send PDF hard-copy of your file expectations with your purchase order or order form.

Artwork (Copy Errors)

Customer files are reviewed before output to ensure accuracy and that your expectations are met. However, we are not liable for errors in customer submitted files or for unexpected file output when no color separated lasers are sent. Additionally, when a remake is warranted the order will be produced according to the original specifications, without alteration.

Proofs

FAX or PDF: \$20.00 (P) each. Color Digital: \$50.00 (P) each. Proof approval or changes need to be indicated in writing. Changes may incur additional prep charges. Production time begins after proof approval. A reasonable variation in color between proofs and the printed piece may occur.

Printing - Four Color Process

The four color process print price is based on customer supplied files in acceptable programs. Process graphics must be in CMYK and not RGB. All PMS colors in files will be converted to CMYK process equivalents. We are not responsible for color shifts that may occur when PMS colors in files or RGB files are converted to CMYK. Some colors and PMS numbers fall outside of the achievable color range of digital print and the closet attainable color will be achieved. Never rely on color monitors for accurate color representation. Colorworx® products are printed digitally or off-set based on quantity.

Color Matching

ColorWorx® is a "gang run" style print company. Your job may run on a press sheet with other jobs and will be run to standard color densities. The overall dominant color on a sheet may cause individual job colors to shift slightly. We make every effort to produce a reasonable representation; however, ColorWorx®, like all other gang run commercial printers, does not guarantee an exact color match. Be aware there are color differences that can occur when the same file is run conventional off-set vs. digital print.

Changes or Cancellations

Changes to orders in progress may or may not require additional cost and/or time. Cancellation after order is in progress or materials have been ordered will require payment for work performed, materials generated or re-stocking fees incurred. There is a minimum \$50.00 (P) order cancellation fee.

Production Time

Average production time is noted for each item. ColorWorx® cannot be held responsible for delays due to incorrectly submitted files. Additional time and charges may be required to after or fix incorrect files. Production times are exclusive of delivery time and are non-contractual.

Damaged Goods/Claims

It is important to inspect all materials upon arrival. In the case of loss or damage in transit, the liability is that of the carrier. Please mark shipper "received damaged" and contact us immediately. A claim must be filed with the carrier within 10 days after receipt of merchandise. All other claims must be made within 30 days of delivery. In the case of errors, our liability is specifically limited to the value of the product we manufacture,

Rights to Promote

The plant reserves the right to use all products produced by the plant in the plant's advertising, promotional literature, displays and sample programs. In addition, the purchaser agrees to assume any liability resulting from actions or demands brought against the manufacturer for copyright infringements.

Samples

A reasonable number of samples are available FREE of charge and are sent regular mail or ground. We can also ship overnight using your shipper number.

Shipping

Freight F.O.B. factory in Michigan. We normally ship UPS ground delivery inside the Continental U.S. Additional charges apply for faster ship method. There is an additional charge for each split ship destination. We cannot be held responsible for arrival date of shipment.

Union Label

Can be added to any product upon request for no additional charge. Products are printed and manufactured in the U.S.A.



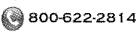


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Download Artwork Checklist & File Preparation Tips

Artwork Policy



COMMON COLOR MISTAKES:

Blues turning Purple:

Blue is close to purple in the CMYK color spectrum. When using blue in your design, it is best to use 30% more cyan than magenta to avoid turning purple. (Example: C-100 M-70 Y-0 K-0)

ARTWORK

Electronic:

We have an electronic workflow and accept all MAC and MAC compatible files. Artwork must be submitted on our design templates and file submission guidelines must be followed to ensure proper file output. Incorrect files will delay production. We will notify you of charges to correct or alter files. When utilizing our FTP site or e-mailing smaller files, be sure to properly label the transmission with your dealer information so we can match it to your order. Send PDF of file expectations with your purchase order or order form.

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Customer files are reviewed before output to ensure accuracy and that your expectations are met. However, we are not liable for errors in customer submitted files or for unexpected file output. Additionally, when a remake of the job is warranted, the order will be produced according to the original specifications, without alteration.

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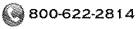
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FAX or PDF: \$20.00 (P) each. Color Digital: \$50.00 (P) each. Proof approval or changes need to be indicated in writing. Changes may incur additional prep charges. Production time begins after proof approval. A reasonable variation in color between proofs and the printed piece may occur.

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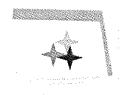
Door Hanger Templates



Envelope Templates



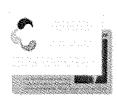
Card Holders / Hanger Templates



Folded Card Templates



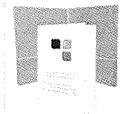
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Postcard Templates



Poster Templates



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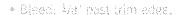


50-71-005 Poster



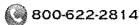


50-71-005 Bookmark



, * Bleed: 1/8" past trim edge.
 * Safety: Keep fext 1/8" away from final trim and scores.





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50-D-CR8014 Business Card



50-71-001 Business Card Standard

Oversized



50-D-CR8013 Business Card Plastic



2 1/2 x 2" Business Card

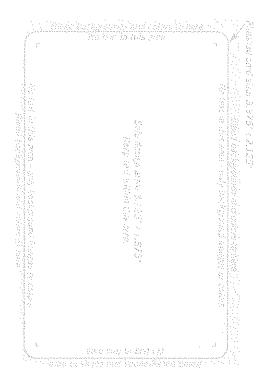
Build your artwork on the "Customer Artwork" layer.

Be sure to delete or hide the "template"layer before final print.

Keep all type (text) 1/8" from outer cut line. Use the inside purple border as a guide.

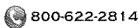
bleed — CUTUME — safety

All copy that bleeds past the outer cut line will need to extend to the yellow border.









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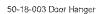




























50-18-007 Door Hanger -Business Card Slits





50-18-003 Door Hanger

4" x 9"

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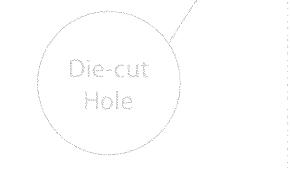
50-18-004 Door Hanger 47/4" x 11"

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50-18-005 Door Hanger with Perf-off Card 4" x 9"

* Bleed: 176" past frim edge

* Carety: Keep text Me" whey from final trim and scores.



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Measures 4" x 2"

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with Perf-off Card

44/4" x 11"

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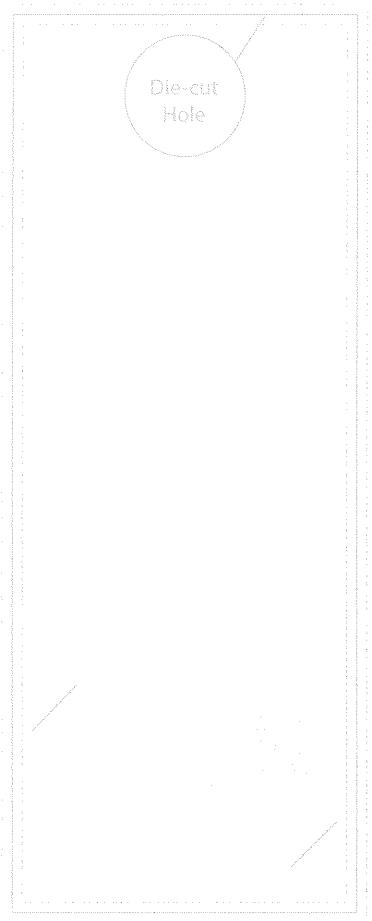
Die-cut Hole

Remote Card Moucons 4777 x 25

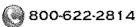
50-15-007 Door Hanger with Business Card Slits 474" x 11"

* Drawk Velouel Incolored

Safety: Keep text 150 every men that placeted sesses.







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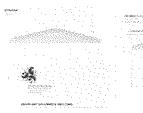
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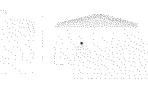
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A8 Announcement Envelope

#10 Business Envelope















#9 Business Envelope







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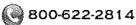


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- · Convert fonts to outlines before submitting. Images should be 300 dpt, CMYK.





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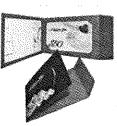
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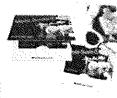
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50-D-55-009 Card Hanger

50-D-55-010 Economy Gift Card Holder

50-D-55-019 Card Sleeve







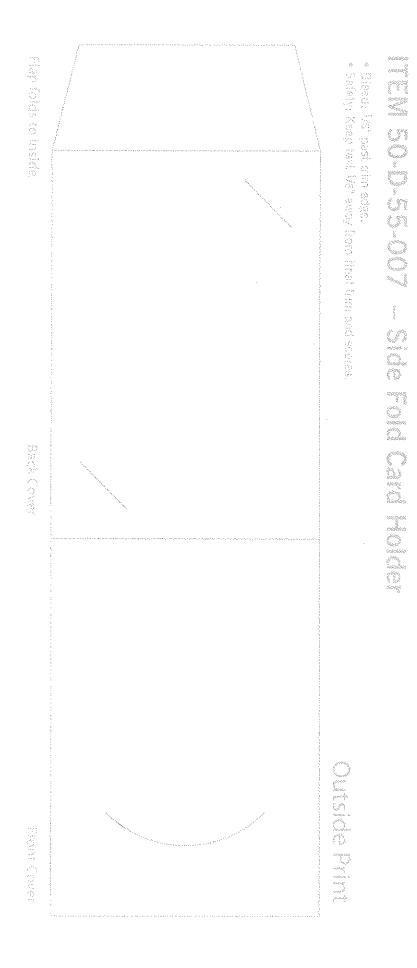


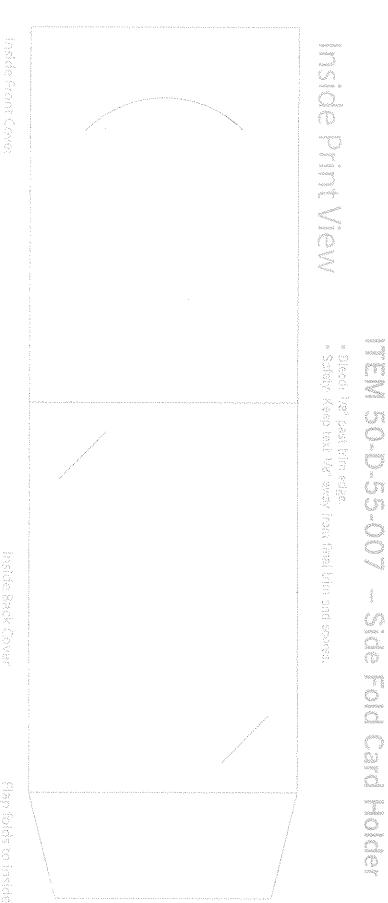








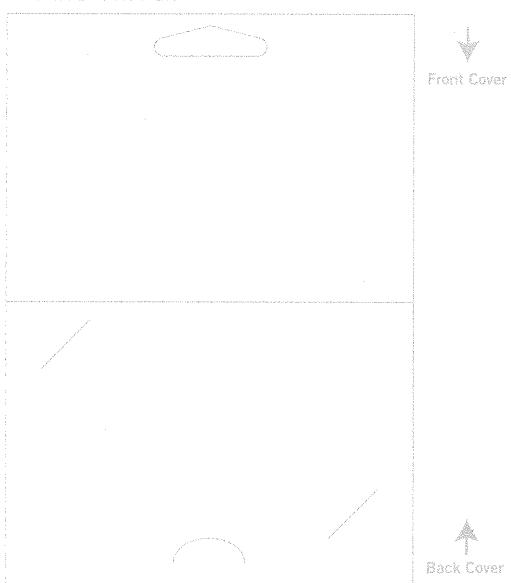




TEM 50-0-55-009 - Card Hanger

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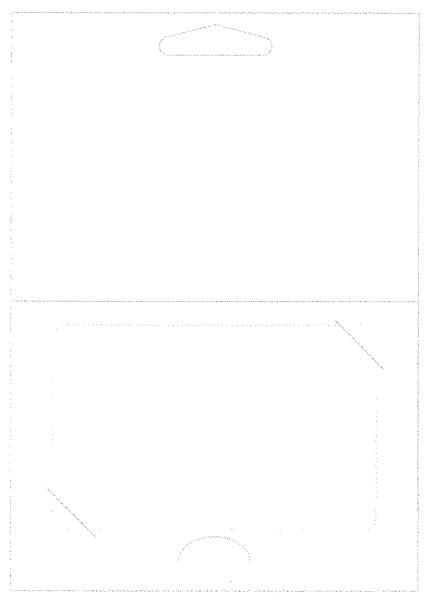
Outside Print View



TEM 50-0-55-009 - Card Hanger

- Blead: Var past trim edge.
 Satety: Keep text Var away from final trim and scores.

Inside Print View



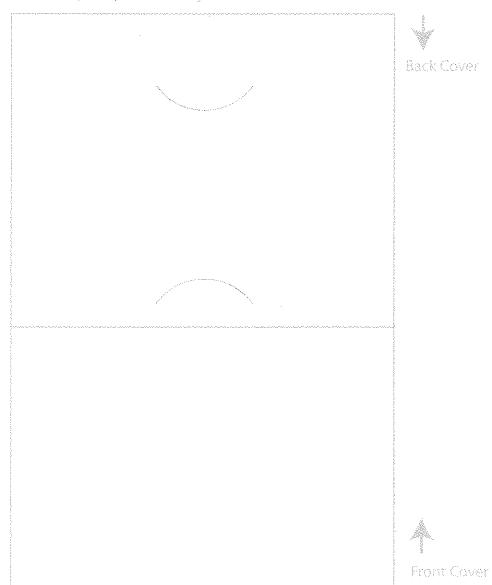




ITEW 50-0-55-010 - Card Holder

- * 8/eau; 1/6' past trim edge.
- Salety: Keep text i/s' away from final trim and scores.

Outside Print view



ITEM 50-0-55-010 - Card Holder

- * Steed: Wat past trim edge.
- * Safety: Keep text 1/2" away from final trim and scores.

inside Print /iew

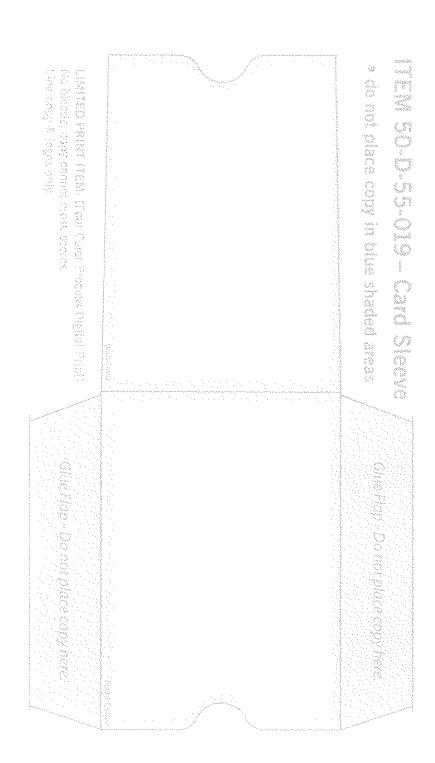
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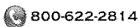


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50-55-002-P Portrait Greeting Card









50-55-003 Note Cards













50-55-002 Greeting Card Folded Size: 51/2" x 77/2"

* Swittly: Keep text 1/2" away from smallerim and scores.

Can be used vertically or horizontally.

ENNI 0055

Front Cover

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50-55-002 Greeting Card Folded Size: 51/2" x 77/2"

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Salety: Keep look list away iron final trim and scores.

ENNI 0059

50-55-046 Photo Holder Folded Size: 51/4" x 77/8"

Can be used vertically or horizontally. Holds a standard 4" x 6" photo.

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- File set: Vic* pass trim eagle.
 Sasety: Neap trac Vio* away from fixed trim and scores.

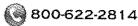
Front

Can be used vertically or horizontally. Holds a standard 4" x 6" photo.

50-55-046 Photo Holder Folded Size: 51/4" x 77/8"

- * Blanck Mrc pass from edge.
- * Salety: Keep text Vs. away from final trial and scores.





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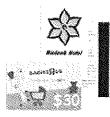
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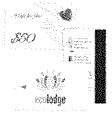
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Membership, Loyally & Business Cards

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ss ID Slot Badge - Vertical



















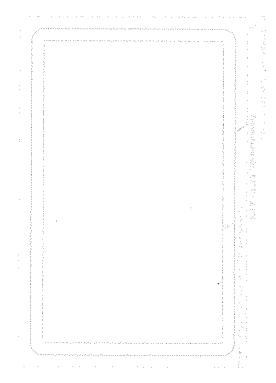


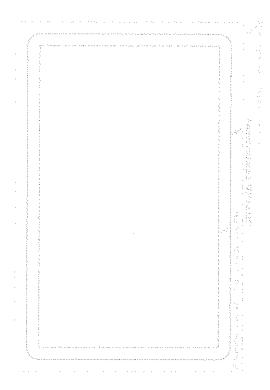


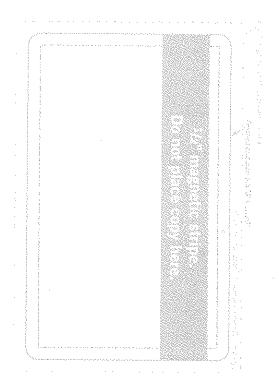
ID Slot Badge - Horizontal

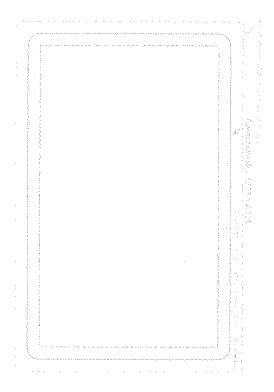


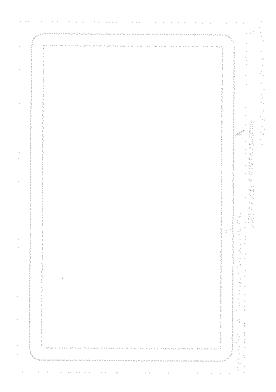


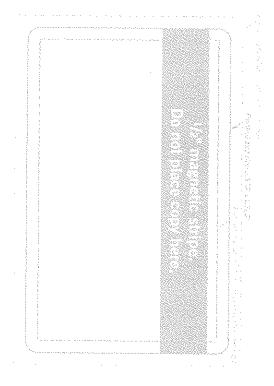


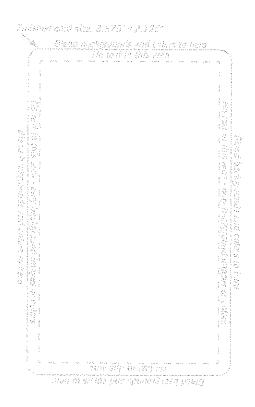


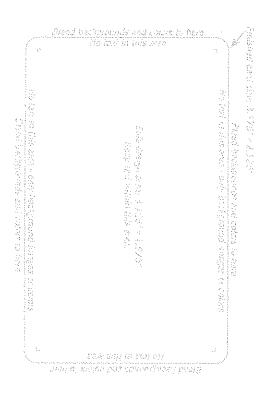




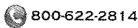












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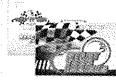
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50-21-001 Postcard 4" x 6"









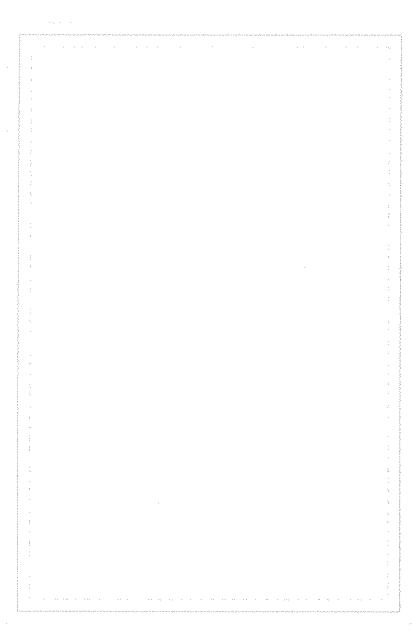










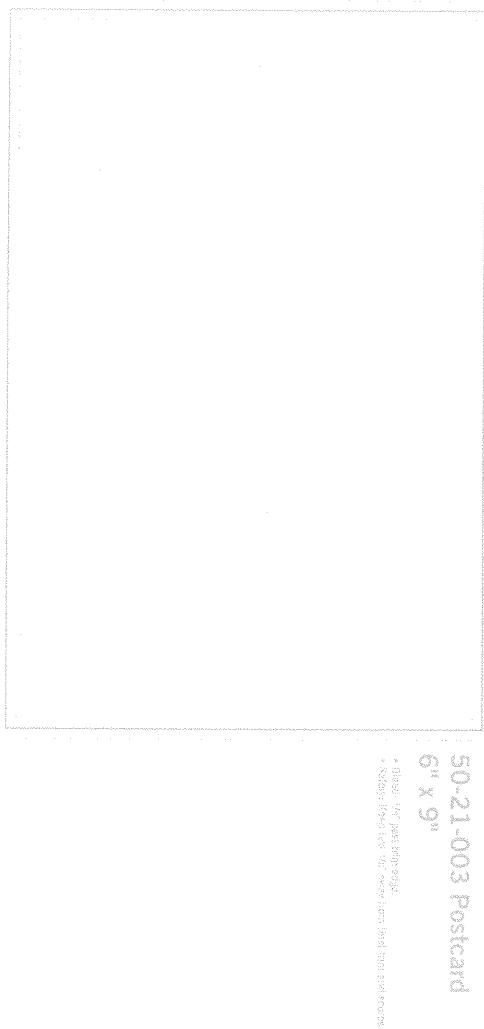


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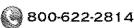
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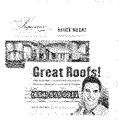
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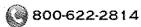


ID Slot Badge - Horizontal









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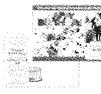
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50-21-001 Postcard 4" x 6"

× 6"



50-21-002 Postcard 5.5" x 8.5"



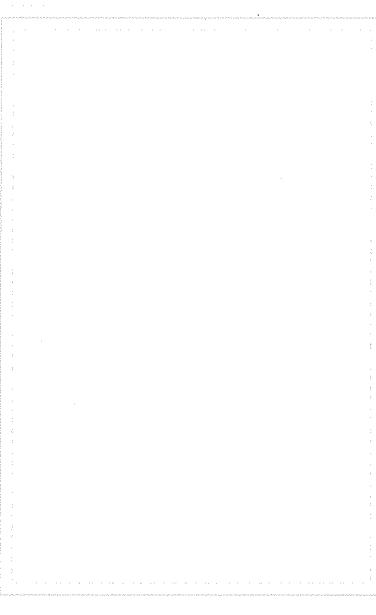




50-21-004 Postcard 6" x 11"



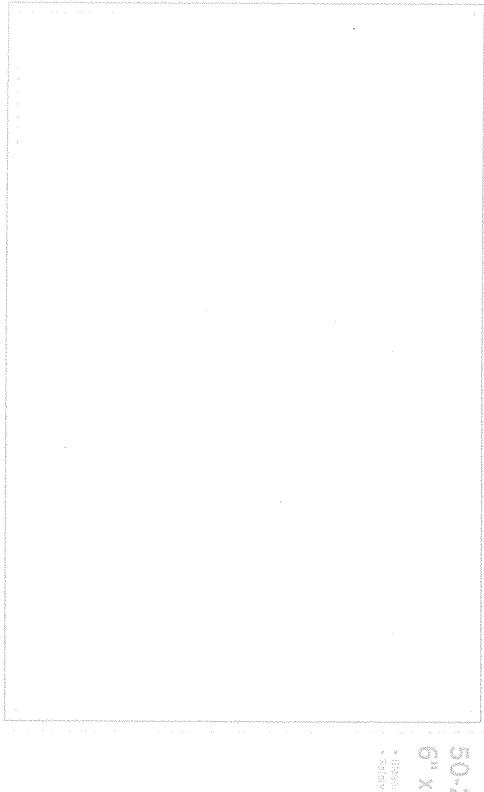


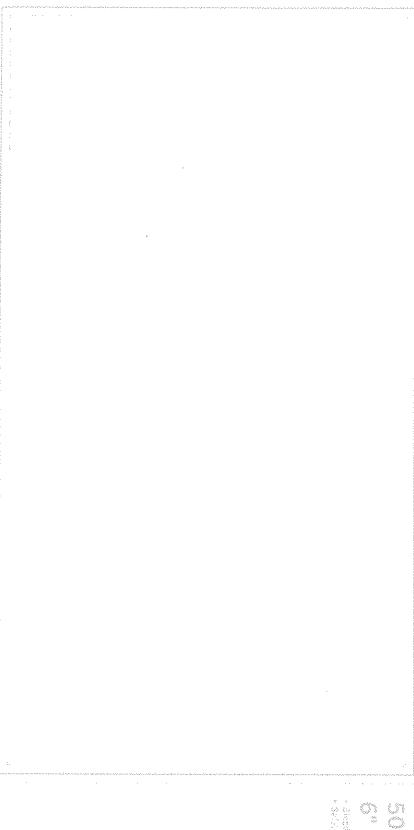


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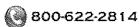
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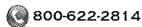
50-11-005 Poster





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50-21-020 Rack Card 4" x 9"

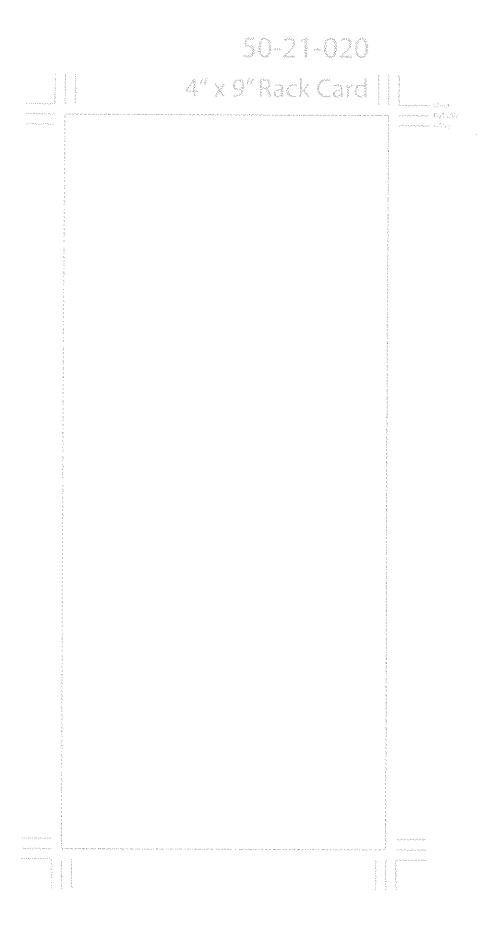
50-21-030 Sell Card 8 1/2" x 11"



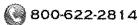












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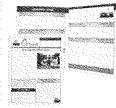
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50-11-001 Flat Sell Sheet

50-11-002 4-Page Brochure

50-11-006 3-Panel Folded Rack Brochure







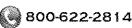




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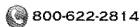
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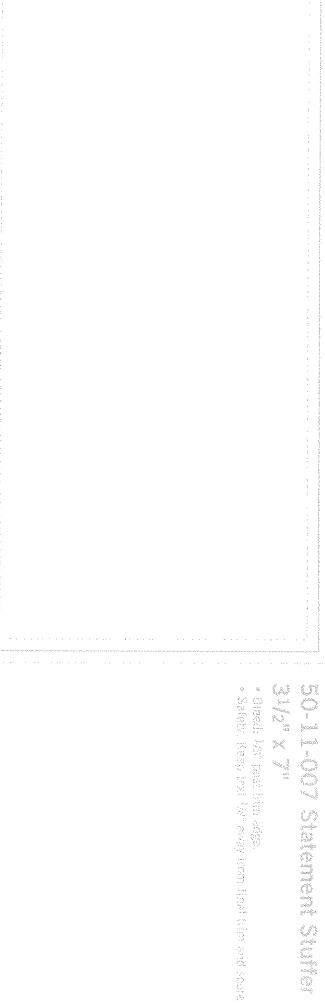
50-11-007 Statement Stuffers 3 1/2" x 7"

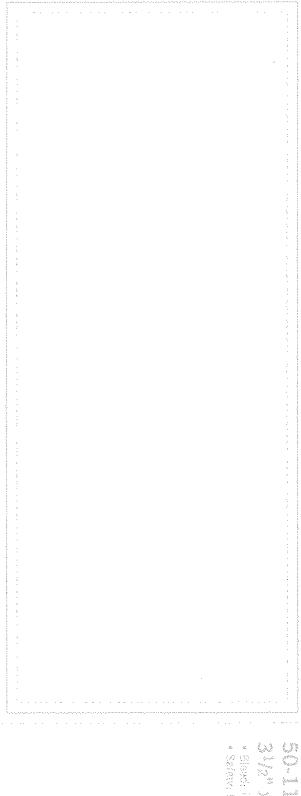






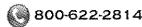






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An order moves through our system quickly if the Purchase Order (or Order Form) is sent electronically as a separate file along with the artwork. Please do NOT fax a duplicate of the Purchase Order.



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Artwork Policy



COMMON COLOR MISTAKES:

Blues turning Purple:

Blue is close to purple in the CMYK color spectrum. When using blue in your design, it is best to use 30% more cyan than magenta to avoid turning purple. (Example: C-100 M-70 Y-0 K-0)

ARTWORK

Electronic:

We have an electronic workflow and accept all MAC and MAC compatible files. Artwork must be submitted on our design templates and file submission guidelines must be followed to ensure proper file output. Incorrect files will delay production. We will notify you of charges to correct or alter files. When utilizing our FTP site or e-mailing smaller files, be sure to properly label the transmission with your dealer information so we can match it to your order. Send PDF of file expectations with your purchase order or order form.

Copy Errors:

Customer files are reviewed before output to ensure accuracy and that your expectations are met. However, we are not liable for errors in customer submitted files or for unexpected file output. Additionally, when a remake of the job is warranted, the order will be produced according to the original specifications, without alteration.

PRINTING - Four Color Process

The four color process print price is based on customer supplied files in acceptable programs. Process graphics must be in CMYK and not RGB. All PMS colors in files will be converted to CMYK process equivalents. We are not responsible for color shifts that may occur when PMS colors in files or RGB files are converted to CMYK. Some colors and PMS numbers fall outside of the achievable color range of digital print and the closet attainable color will be achieved. Never rely on color monitors for accurate color representation. Colorworx® products are printed digitally or off-set based on quantity.

COLOR MATCHING

ColorWorx® is a "gang run" style print company. Your job may run on a press sheet with other jobs and will be run to standard color densities. The overall dominant color on a sheet may cause individual job colors to shift slightly. We make every effort to

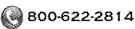
produce a reasonable representation; however, ColorWorx®, like all other gang run commercial printers, does not guarantee an exact color match. Be aware there are color differences that can occur when the same file is run conventional off-set vs. digital print.

PROOFS

FAX or PDF: \$20.00 (P) each. Color Digital: \$50.00 (P) each. Proof approval or changes need to be indicated in writing. Changes may incur additional prep charges. Production time begins after proof approval. A reasonable variation in color between proofs and the printed piece may occur.

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ColorWorx® Sales Kit



ColorWorx® Retail Brochure Catalog



Non-Branded ColorWorx® Product Brochure



Non-Branded Distributor Website - Online Product Link



Admore® Sales Kit -Presentation Folders & More



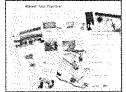
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Increase your sales by selling to these markets! To make it easy for you, we've designed non-branded sell sheets and coordinated sample packs for each of these markets. Who to sell to? What types of products do they use? It's all there.



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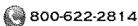
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Nothing helps you sell MORE than the right sample...

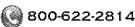
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Put the POWER of COLOR to work for you...

The new ColorWorx® sales kit provides all the information and samples you need to sell economical four color process Business Cards, Postcards, Rack Cards, Brochures, Table Tents, Door Hangers, Greeling & Note Cards and more.

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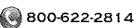
- UNION MADE in the USA. You can add the union tagline to any product.
- Manufactured on FSC® certified 10% PCW paper with EcoSmart™ Green inks and BioPlus UV coalings.
- · Include FREE ground shipping.
- \bullet Easy online ordering or call us, we still have REAL CUSTOMER SERVICE.

Kit Includes:

- Retail catalog (class "R")
- · Dealer net guide
- · Full variety of product samples.

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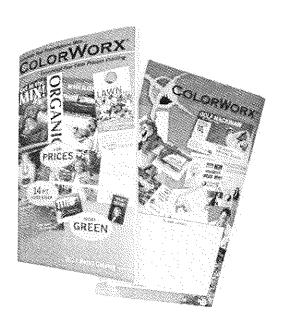
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ColorWorx® Retail Catalog Brochure

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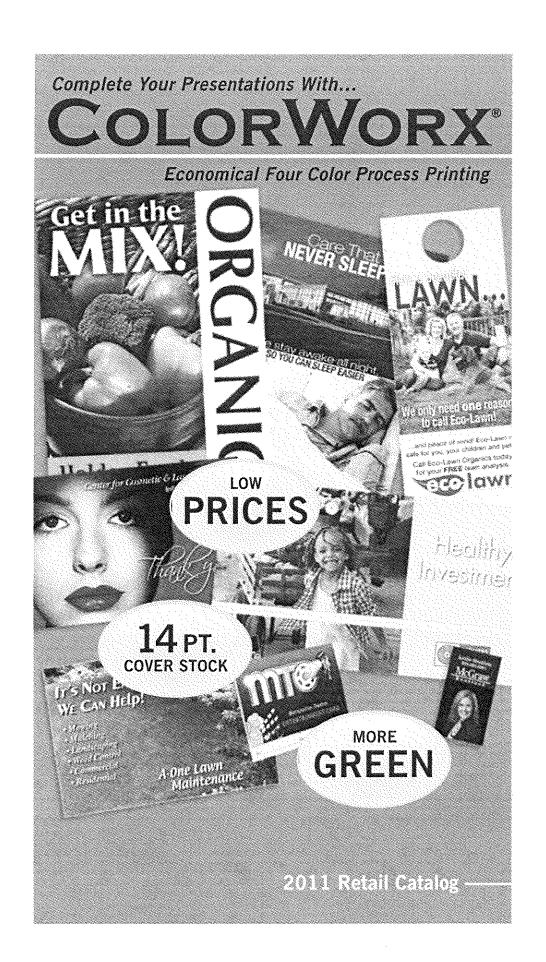
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It's bright, It's colorful. You love it! We received soop many requests to purchase this 16-page 5" x 9" ColorWorx® retail catalog that we had to go back to press for it. Features include the full ColorWorx® product line with suggested retail pricing (class "R"), important information and ecofriendly advice. ATTACH YOUR LABEL OR BUSINESS CARD TO THE SPOT PROVIDED ON THE BACK,

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- Minimum of 25.

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greeting & note cards



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Prices, conditions and specifications are subject to change without notice. COLORWORX® is a product line of Admore® asi/45855

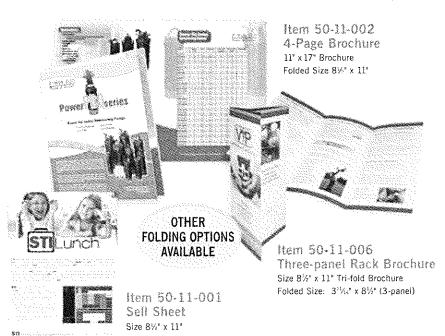


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8.5" x 11" — Ship	500	1000	is or 80# 1500	2000	xt 2500	3000	5000	7500	10000
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500 1000 1500 2000 2500 3000 5000 7500 10000 **4/0, 4/1-Blk, 4/4** 269 345 396 442 490 581 812 1066 1313



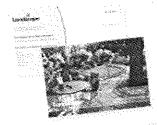
POSTCARDS

Attract Maximum Attention at a Minimum Price!

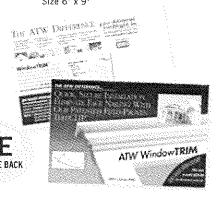
Grab their interest! Postcards are perfect for direct mail, in-store promotions, business openings, and special events. Choose from four standard sizes to create the design and message you want. Printed in full color on 14 pt. C2S stock with high gloss UV coating on the front. Address (inkjet or label) the back (non-UV) side.



Size 4" x 6"



Item 50-21-003 Size 6" x 9"



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PRINTING ON THE BACK

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Item 50-21-002 Size 5%" x 8%"



POSTCARDS • 50-21-001 4" x 6" • 14 pt. C2S White Cover (UV Coat one side)

	500	1000	1500	2000	2500	3000	5000	7500	10000
4/0, 4/1-Blk, 4/4	120	158	202	243	285	325	483	680	877
									(R)

POSTCARDS • 50-21-002 • 50-21-003 5.5" x 8.5" or 6" x 9" • 14 pt. C2S White Cover (UV Coat one side)

	500	1000	1500	2000	2500	3000	5000	7500	10000
4/0, 4/1-Blk, 4/4	208	258	316	382	444	490	695	965	1262
									(R)

POSTCARDS • Item 50-21-004 6"x11" • 14 pt. C2S White Cover (UV Coat one side)

	500	1000	1500	2000	2500	3000	5000	7500	10900
4/0, 4/1-Blk, 4/4	250	328	414	469	526	586	812	1079	1362
									(R)



BUSINESS CARDS

Don't Let Your Business Card Get Lost in the Shuffle!

These professional four-color business cards make a statement. A unique business card projects your company's image: fun, professional, distinguished or creative. Don't overlook other uses for these colorful cards such as: coupons, punch cards, event tickets, appointment cards, or sports schedules. Cards are printed on 14 pt. C2S stock with high gloss UV coating on the front. You have the ability to write on the back (non-UV) side.



BUSINESS CARDS • 50-71-001 2" x3.5" • 14 pt. C2S White Cover (UV Coat one side)

1000 1500 4/0, 4/1-Blk, 4/4



RACK & SELL CARDS

Promote Your Business and Get Noticed!

Rack cards fit perfectly into literature racks to showcase your property, attraction, location or restaurant. Great for point of purchase displays, Chamber of Commerce Packets or at Visitor's Centers. Use them anytime you want to get your business noticed. Use the 4" x 9" rack card or consider a larger 81/2" x 11" sell card.



RACK CARDS * 50-21-020 4" x9" • 14 pt. C2S White Cover (UV Coat one side)

	500	1000	1500	2000	2500	3000	5000	7500	10000
4/0, 4/1-Blk, 4/4	168	230	293	353	392	465	677	927	1193
									(R)

SELL CARDS * 50-21-030

8.5" x 11" • 14 pt. C2S White Cover (UV Coat one side)

	500	1000	1500	2000	2500	3000	5000	7500	10000
4/0	344	448	563	717	833	915	1323	1878	2247
4/1-Blk, 4/4	405	528	663	797	927	1017	1470	2087	2497
									(R)

MINI POSTERS

A Great Neighborhood Promotional Tool!

Any time you need to attract local attention, do it with a mini poster. Great for advertising school plays, charity events, new business openings, political campaigns, special offers and more. Perfect for store windows!



MINI POSTER • 50-11-005 11" x 17" • 80# Gloss or Matte Text

4/0	500 382	1000 420	1500 491	2000 572	2500 695	3000 756	5000 950	7 500 1197	10000 1471
4/4	478	533	611	698	792	852	1033	1472	1817
100# Gloss Upcharge	67	100	125	167	183	200	333	500	667
									(R)

GREETING & NOTE CARDS

Send a Unique Message!

Unlike store bought cards, you create a card with your personal brand! Great for thank you notes, holiday wishes, promotional and sale notifications or invitations. You can even include a 4" x 6" photo with your message – see Item 50-55-046. You have the ability to write on the inside (non-UV side) of all cards. Plain white envelopes are available for an additional charge.







Greeting Card Folded size 5½" x 7½"



NEW!

Item 50-55-046 Photo Holder Card Folded size 5%" x 7%* Diecut slits hold a 4" x 6" photo. Item 50-55-003 Note Card Folded size 5%' x 4%'



GREETING & PHOTO CARD • 50-55-002 • 50-55-046

5.25" x 7.875" - Ships flat, open • Additional charge for envelopes • 14 pt. C2S White Cover (UV Coat outside)

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	500	1000	1500	2000	2500	3000	5000	7500	10000	
4/0, 4/1-Blk	372	418	496	583	669	754	1096	1525	1895	
4/4	438	492	583	685	788	887	1289	1794	2230	
A8 plain envelope	s 68	137	207	275	343	412	687	1030	1373	
									(R)	

NOTE CARD • 50-55-003

5.5" x 4.125" - Ships flat, open • Additional charge for envelopes • 14 pt. C2S White Cover (UV Coat outside) 4/0, 4/1-Blk 4/4 A2 plain envelopes

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TABLE TENTS

An effective advertising tool in the service industry, table tents are a colorful way to display a restaurant's daily special, a lounge's exotic drink or a hotel's breakfast buffet. Don't overlook its potential at reception desks, tradeshows or checkout counters.



Item 50-54-002 Table Tent Folded Size 7° W x 44" H

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\$ \$ 7.5×0 2×4.5	ion I Sun	7 4 5	74 745	546 6	100 m

4.25" x 5.5" - Ships flat, unfolded • 14 pt. C2S White Cover (UV Coat outside)

	500	1000	1500	2000	2500	3000	5000	7500	10000	
4/0	470	512	580	636	691	742	937	1178	1406	
									(R)	

TABLE TENT * 50-54-002

7" x 4.25" - Ships flat, unfolded • 14 pt. C2S White Cover (UV Coat outside)

	500	1000	1500	2000	2500	3000	5000	7500	10000	
4/0	516	566	643	709	776	836	1066	1351	1622	
									(R)	

TABLE TENT * 50-54-003

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4" x 6" Tri-Panel - Ships flat, unfolded • 14 pt. C2S White Cover (UV Coat outside)

	500	1000	1500	2000	2500	3000	5000	7500	10000	
4/0	516	566	643	709	776	836	1066	1351	1622	
									(R)	

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